

Facebook Offers

Facebook Offers

Offers help businesses promote discounts that customers can redeem online or in stores. Whether your goal is to increase sales or incentivize loyal customers, you can easily create an offer for it on Facebook!

www.facebook.com/PageUsername/offers

Facebook Offers

- Navigate to your Facebook Page
- Navigate to your **Offers** page

www.facebook.com/PageUsername/offers

- Click the **Create Offer** button

The screenshot displays the Facebook 'Manage Page' interface for the 'Coursenvy' page. The left sidebar contains a navigation menu with options: Home, Manage Shop, Ad Center, Inbox (42 new comments), Business App Store, Leads Center, Resources & Tools, Creator Studio, Manage Jobs, Notifications (97 new), Insights, Publishing Tools, and Page Quality. At the bottom of the sidebar is a blue 'Promote' button. The main content area shows the page header with the Coursenvy profile picture, name, and bio '@coursenvy · News & Media Website'. Below this is a grey 'Edit Learn More' button. A horizontal bar contains a 'More' dropdown, a blue 'Promote' button, and a 'View as Visitor' button. The 'Offers' section is highlighted, featuring a large red arrow pointing to a blue 'Create Offer' button. Below this, there is a featured offer titled 'Offer a Discount to Your Customers' with a description and an illustration of a person holding a large blue coupon. At the bottom, the 'Your Past Offers' section shows two offer cards: a green one and a black one for 'modMBA'.

Manage Page

Coursenvy

- Home
- Manage Shop
- Ad Center
- Inbox
42 new comments
- Business App Store
- Leads Center
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications
97 new
- Insights
- Publishing Tools
- Page Quality

Promote

Coursenvy
@coursenvy · News & Media Website

Edit Learn More

More Promote View as Visitor

Offers

Create Offer

Offer a Discount to Your Customers

Attract customers, build brand awareness or get rid of inventory to make way for new products. No matter your goal, Facebook Offers gives you a free and unique way to reach your audience.

Your Past Offers

modMBA



Search Facebook



Create New Offer

What is your offer?

Discount Type
Percentage Off

Percentage Off

Dollar Off

Free Item Or Service

Free Shipping

Custom

Photo

Choose From Photos

Add Photo

Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.



Expiration Date
Jan 8, 2021

Time
5:02 PM

Where is this offer available?



In-Store

People can redeem this offer at your store or business



Online

People can redeem this offer online

Publish



Click the
"Discount Type"
menu.



Coursenvy
Just now · 🌐



Description will go here...

20% Off
Expires Jan 8, 2021

Save

Like

Comment

Share



Coursenvy®

www.Coursenvy.com



Search Facebook



Create New Offer

What is your offer?

Discount Type
Percentage Off

Percentage Off

Dollar Off

Free Item Or Service

Free Shipping

Custom

Photo

Choose From Photos

Add Photo

Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.



Expiration Date
Jan 8, 2021

Time
5:02 PM

Where is this offer available?



In-Store

People can redeem this offer at your store or business



Online

People can redeem this offer online

Publish

Select your
"Discount
Type".



Coursenvy
Just now · 🌐



Description will go here...

20% Off
Expires Jan 8, 2021

Save

Like

Comment

Share



Coursenvy®

www.Coursenvy.com

Facebook Discount Types

These are the most successful offers that we create for our clients:

- **Percentage Off (or Dollar Off):** Offer people a specific percentage discount or dollar off their total purchase.
- **Free Item or Service:** Give people something for free if they redeem your offer.

Facebook Offer Example

Offers = Value Proposition

A value proposition tells your potential customer why they should click on your ad to learn more about your product.

PERFECT EXAMPLE:

- “Start today - your first 3 sessions are FREE!”
- Amazing value for anybody in the city of Boston (and high ad relevancy when you target that city)
- Clear and bright image + logo/text on image
- Sense of urgency in ad copy
- CTA = “Sign Up” Button



Filter By: United States ▼ Active and Inactive ▼

Active
Started running on Jun 30, 2019

 **Boston Fit Body Boot Camp & Gym Training Room**
Sponsored

Powerful workouts that challenge your body every time. Join the Fit Body Boot Camp family today! 🙌

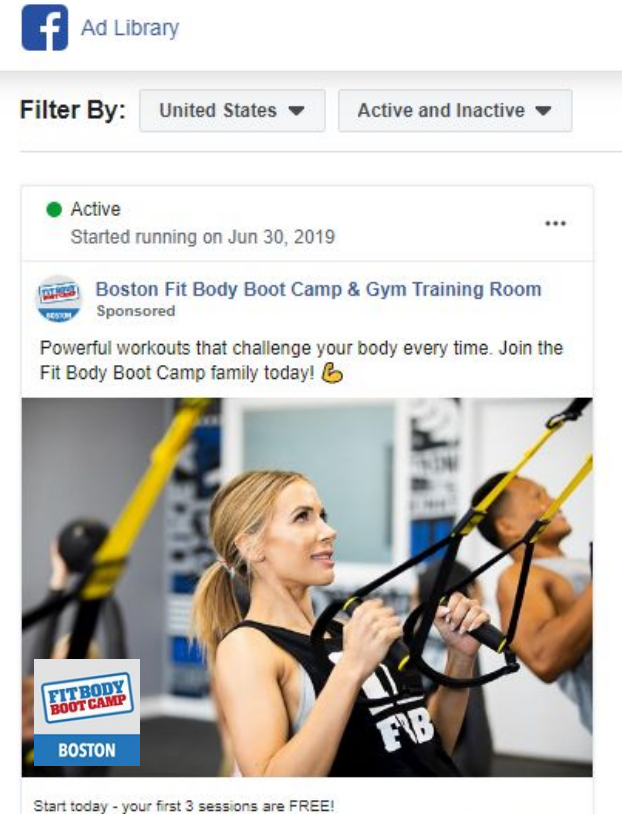


Start today - your first 3 sessions are FREE!

Facebook Offer Example

The offer ad has many benefits.

1. First, it drives the user directly to the offer. The user claims it directly on Facebook, removing any added friction of needing to go to your website for the offer.
2. You also can reach any type of audience that you want, as all the Facebook targeting options are possible. This ad was at minimum targeted at people who live near this gym.
3. Finally, you can include all the information needed for the user to decide if they want it or not, including the time period it is usable, the number of people who has already claimed it, and the exact amount the offer is. This will eliminate any unqualified clicks, which cost you money.



Free Offer

One of my favorite offers for clients, is the **FREE OFFER!**

- I call this the **Loss Leader Strategy**: where a product is sold at a price below its market cost to stimulate other sales of more profitable goods or services.
- Take this FREE donut example. Many people went to this coffee shop to claim the freebie, BUT also purchased other things AND possibly became lifelong customers AND spread this offer by word-of-mouth marketing / social media sharing!
- Look at this “free item” as the cost of a **CUSTOMER!**



Redeem Offers

There are different ways your customers and prospects can redeem your offer, depending if it's an **Online or In-Store** offer (or you can checkmark both).

 Search Facebook

Create New Offer

Item or Services

Free MBA Alternative

Description (optional)

Our modMBA.com program is the BEST online MBA alternative!

Photo

Choose From Photos

Change Photo



Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.

Expiration Date

Jan 8, 2021

Time

5:02 PM

Where is this offer available?

 In-Store

People can redeem this offer at your store or business

☐

 Online

People can redeem this offer online

☐

Advanced Options

Button

Save

Publish

...



 Coursenvy
Just now · 🌐

Our modMBA.com program is the BEST online MBA alternative!



Free MBA Alternative
Expires Jan 8, 2021

👍 Like

💬 Comment

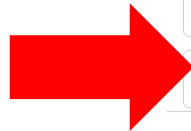
🔗 Share

Promo Code

For Online offers, I prefer requiring a promo code (i.e. entering a coupon code at checkout). By using promo codes for online offers, you can easily track where sales came from.

BE SPECIFIC when creating promo code names that you plan to use in your Facebook Offers (i.e. add a date).

EX: “FBOFFER1821”



Create New Offer

PHOTO

Choose From Photos

Change Photo

modMBA

Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.

Expiration Date: Jan 8, 2021

Time: 5:02 PM

Where is this offer available?

☐ In-Store
People can redeem this offer at your store or business

☒ Online
People can redeem this offer online

Add Online Offer URL

Add the website URL where people can redeem this offer

Advanced Options

Button: Save

Add Terms & Conditions

Promo Code (optional): FBOFFER1821

Publish



CTA Button

The call to action button is a great area to split test depending on the results you want. For example, **Shop Now** is great for online store offers.

The **Save** button is the default.

Facebook will automatically notify the users about your offer before it expires.

The image shows the Facebook 'Create New Offer' interface on the left and a published offer post on the right. A large red arrow points from the 'Save' button in the 'Advanced Options' dropdown to the 'Save' button on the published post.

Create New Offer

Choose From Photos
Change Photo

modMBA

Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.

Expiration Date: Jan 8, 2021
Time: 5:02 PM

Where is this offer available?

☐ In-Store
People can redeem this offer at your store or business

☒ Online
People can redeem this offer online

Add Online Offer URL

Add the website URL where people can redeem this offer

Advanced Options

Button: Save (dropdown menu open)

- Save ✓
- Shop Now
- Send Message

Publish

Coursenvy
Just now · 🌐

Our modMBA.com program is the BEST online MBA alternative!

Free MBA Alternative
Expires Jan 8, 2021

Like Comment Share

Save



Search Facebook



Create New Offer

What is your offer?

Discount Type

Free Item Or Service

Item or Services

Free MBA Alternative

Description (optional)

Our modMBA.com program is the BEST online MBA alternative! Get it for FREE today only!



Photo



Add a photo to your offer that clearly shows your product or service. Please don't use images that contain text.



Expiration Date
Jan 8, 2021

Time
5:02 PM

Where is this offer available?



In-Store

People can redeem this offer at your store or business



Online

People can redeem this offer online

Publish

Fill out all your New Offer fields.

Review your offer preview.

Once ready, click the Publish button.



Coursenvy

Just now · 🌐



Our modMBA.com program is the BEST online MBA alternative! Get it for FREE today only!



Free MBA Alternative

Expires Jan 8, 2021

Shop Now



Like



Comment

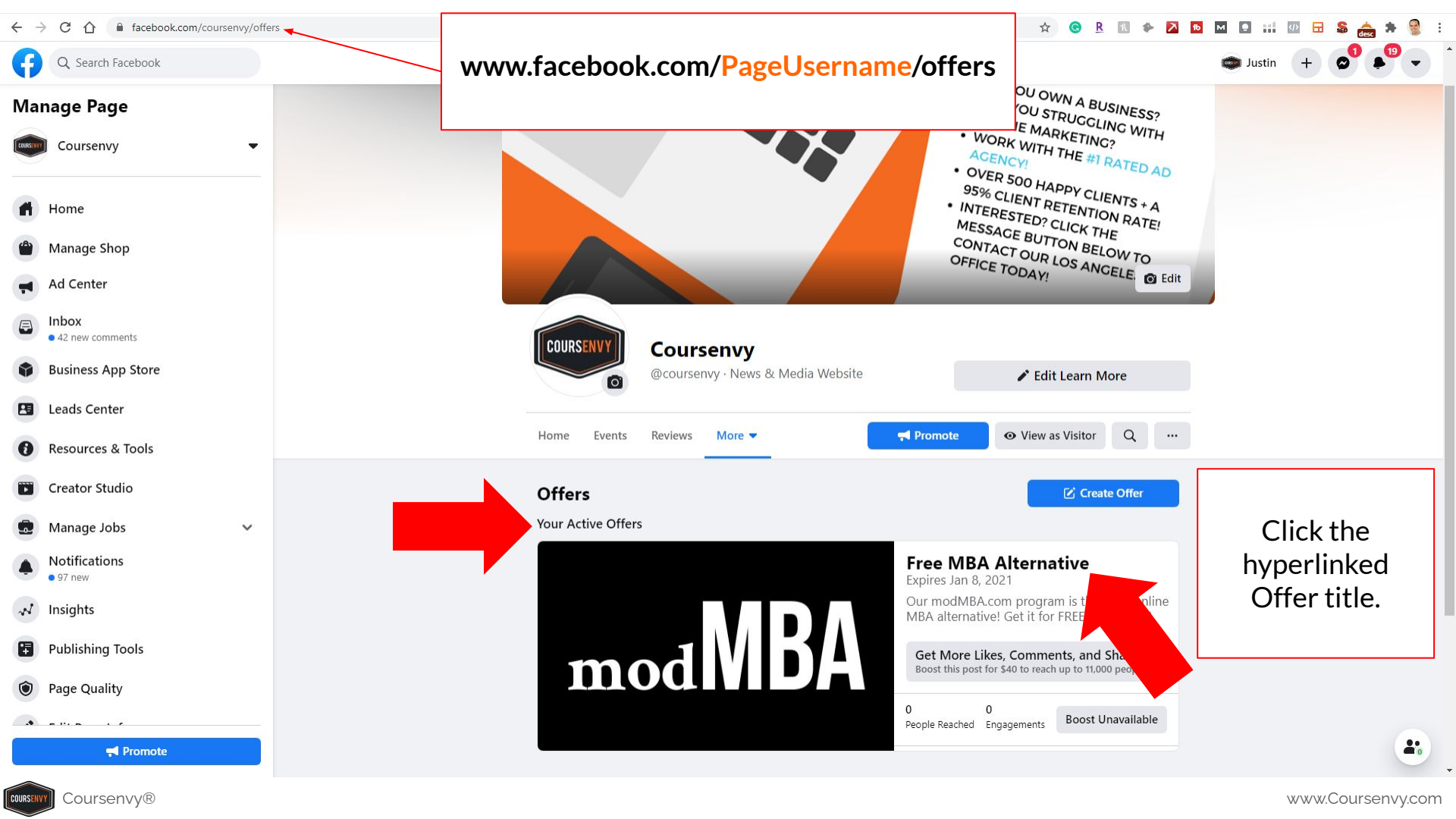


Share



Coursenvy®

www.Coursenvy.com



www.facebook.com/PageUsername/offers

Offers

Your Active Offers



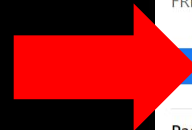
Free MBA Alternative
Expires Jan 8, 2021
Our modMBA.com program is the online MBA alternative! Get it for FREE!
Get More Likes, Comments, and Shares
Boost this post for \$40 to reach up to 11,000 people
0 People Reached 0 Engagements Boost Unavailable

Click the hyperlinked Offer title.



modMBA

This is what the Facebook user will see when they click your offer.



Online Offer

Free MBA Alternative

Expires Jan 8, 2021

Our modMBA.com program is the BEST online MBA alternative! Get it for FREE today only!

Shop Now

Page Information

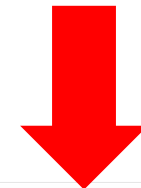


Coursenvy

News & Media Website

16,454 people like this

They will also have the option to Share or Save the Offer.



Save



Manage Page

- Home
- Manage Shop
- Ad Center
- Inbox
42 new comments
- Business App Store
- Leads Center
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications
97 new
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info
- Settings

Promote



Coursenvy

@coursenvy · News & Media Website

Edit Learn More

Home Events Reviews More

Promote

View as Visitor

Search

More

Offers

Create Offer

Your Active Offers



Free MBA Alternative

Expires Jan 8, 2021

Our modMBA.com program is the BEST online MBA alternative! Get it for FREE today only!

Get More Likes, Comments, and Shares

Boost this post for \$40 to reach up to 11,000 people.

2
People Reached

0
Engagements

Boost Unavailable



Your Past Offers



Free CASE STUDY:
Zero to 200k Sales
Expired

Rerun Offer



90% Off modMBA
Course Bundle
Expired

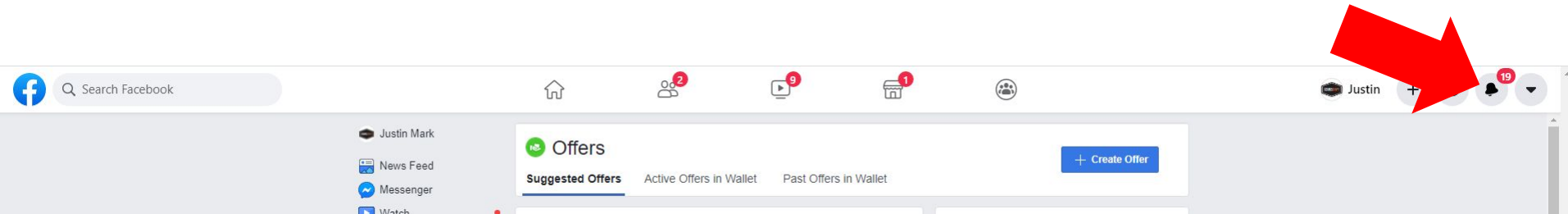
Rerun Offer

Once your Offer expires, it will appear in this Past Offers section on your Offers page.

Facebook Offers

www.facebook.com/offers/v2/wallet

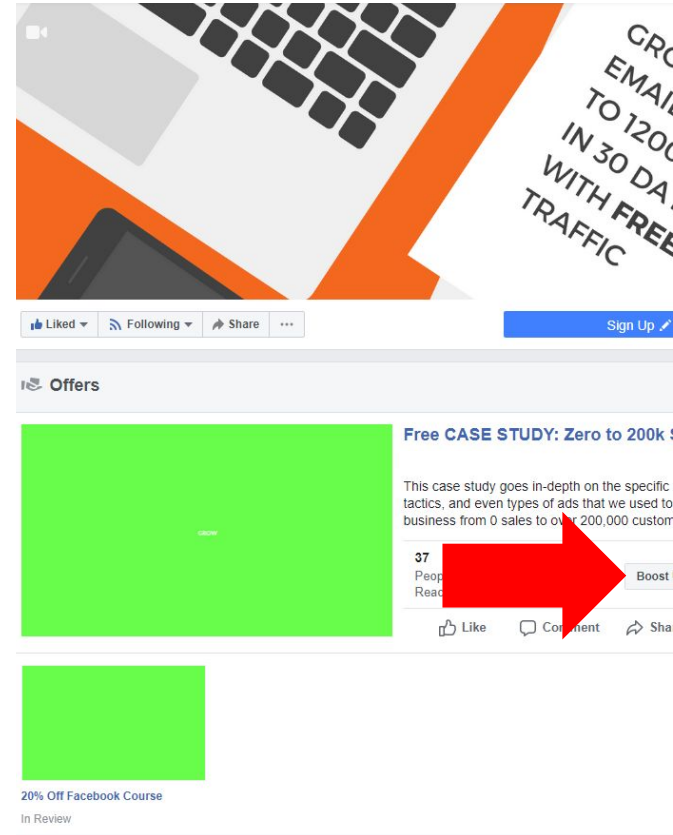
Offers will automatically save to Facebook users Offers page.
Users will be notified (via the “Notifications” bell) to claim the offer before it expires.



Boost Offer to Page Fans

This offer you publish via your Facebook page is now public and anyone who likes your page or navigates to your page can claim this offer.

But with Facebook page organic reach being under 10%, I suggest you **BOOST** this post via this Boost button. For boosted posts, I typically just boost the post to **people who like my page** since organic reach is so poor. Basically this is paying for your current Facebook page fans to see this offer (i.e. the most likely audience to claim the offer since that like your page).



Facebook Offer Ads

Facebook Offer Ads

Besides creating public offers published to your Facebook page, you can also create offers directly in your Facebook ads. These offers won't be published to your Facebook page, rather **just promoted to the target audience you select in that specific Facebook ad.**

When you create a Facebook Offer ad in Facebook Ads Manager, you can choose the **Traffic**, **Conversions** or **Store Traffic** objectives.

These are the
Campaign
Objectives you
can use for
Facebook Offer
Ads.

New Campaign

New Ad Set

New Ad

New Campaign > 1 Ad Set > 1 Ad

In Draft

EditReview

Campaign Name

New Campaign

Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Off

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

Consideration

Conversion

☐ Brand awareness

☒ Traffic

☐ Conversions

☐ Reach

☐ Engagement

☐ Catalog sales

☐ App installs

☐ Store traffic

☐ Video views

☐ Lead generation

☐ Messages

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Show More Options

Close

✓ All edits saved

Next

CASE STUDY: Best Facebook Offer Ads

I see the best ROI for my clients when using **Conversions** or **Store Traffic** objectives.

- For Conversion Offer Ads, I will retarget a warm audience... Such as an email list of past customers likely to claim a discounted sale offer!
- For Store Traffic Ads, I will target local users with a time sensitive offer... Such as “TODAY ONLY! FREE DONUT with the purchase of a coffee!”

Just toggle on
the OFFER
option under
the Ad Set level.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative Off ☐
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer On ☒
Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Facebook Page

Select Page

Offer

Create Offer

[Close](#) ✓ All edits saved

[Back](#) [Next](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Select the
Facebook Page
this offer will be
linked with.

Then click the
Create Offer
button.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Offer On ☒
Drive more conversions by creating an offer people can save and get reminders about.
[Learn More](#)

Facebook Page

Offer
[Create Offer](#)

Budget & Schedule

Start Date

Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) [Use Saved Audience](#)

Custom Audiences [Create New](#)

[Exclude](#)

Locations

[Close](#) [All edits saved](#)

Audience Definition
 Your audience selection is fairly broad.
Potential Reach: 230,000,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Facebook Ads Manager interface showing the "Create Offer" form for a new campaign.

The form is titled "Create Offer" and includes the following sections:

- Offer Information**
 - Offer Title: 20% Off All Books (0 / 50)
 - Details: Tell people about this offer (0 / 250)
 - End Date: Oct 9, 2020
 - End Time: 12:00 AM
- Offer Redemption**
 - Where People Can Redeem: **Online** (In Store, Both)
 - Online Offer URL
 - Type of Promo Code: **No Code** (One Code, Unique Codes)
 - Total Offers Available
- Details Page** (Preview)
 - Offer Title: 20% Off Your Next Purchase
 - 100 people got this offer
 - Expires on Oct 9, 2020
 - Online only
 - Buttons: Save for Later, Mark as Used, Share Offer
 - Details: This space is where you give more information about your offer.
 - Terms and Conditions: This space is for the important rules and legal details about your offer.

Navigation: Edit, Review, Cancel, Create.

As you can see, the Facebook Offer Ads "Create Offer" form is slightly different from the Facebook Page Create Offer form.

Let me cover the main differences...

Create Offer

Offer Information

Offer Title 0 / 50
20% Off All Books

Details 0 / 250
Tell people about this offer

End Date ❶ Oct 9, 2020 End Time ❶ 12:00 AM

Offer Redemption

Where People Can Redeem
Online In Store Both

Online Offer URL ❶

Type of Promo Code ❶
No Code One Code Unique Codes

Total Offers Available ❶
1,000

Details Page Notification Email

20% Off Your Next Purchase
100 people got this offer

Expires on Oct 9, 2020
Online only

Save for Later Mark as Used Share Offer

Details
This space is where you give more information about your offer.

Terms and Conditions
This space is for the important rules and legal details about your offer.

Cancel Create

Exclude

Locations

Close ✓ All edits saved

Back Next

In Draft

1 Ad

Edit Review

New Campaign

New Ad Set

New Ad

Your audience selection is fairly broad.

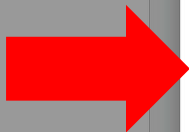
0,000,000 people

y Re

ults a

et opt

First, is the “Type of Promo Code”. I typically use the ONE CODE option so we can easily attribute our sales to this Offer Ad (i.e. a unique code named specifically for each campaign).



Create Offer

Order Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL

Type of Promo Code

No Code One Code **Unique Codes**

Upload Unique Codes

- 1 **Download CSV Template**
- 2 Add unique codes to the template. Make sure to follow this format.
- 3 **Upload CSV**

Details Page Notification Email

20% Off Your Next Purchase

100 people got this offer

Expires on Oct 9, 2020

Online only

Save for Later Mark as Used Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important rules and legal details about your offer.

Cancel **Create**

The UNIQUE CODES option is what I use for "In-Store", Store Traffic campaigns so I can track these offer codes with my client's specific POS (point of sale) system. The checkout person can simple scan this unique offer code.

New Campaign > New Ad Set > 1 Ad

Edit Review

Create Offer

Offer Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL

Type of Promo Code

No Code One Code **Unique Codes**

Upload Unique Codes

- 1 **Download CSV Template**
- 2 Add unique codes to the template. Make sure to follow this format.
- 3 **Upload CSV**

Details Page Notification Email

20% Off Your Next Purchase

100 people got this offer

Expires on Oct 9, 2020

Online only

Save for Later Mark as Used Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important rules and legal details about your offer.

Cancel **Create**

Depending on your stores point of sale system, you can choose the barcode that works for you.

Unique Promo Codes and Barcodes Tutorial:
<https://www.facebook.com/business/help/1181893525262443>

Create Offer

Offer Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL

Type of Promo Code

No Code One Code **Unique Codes**

Upload Unique Codes

Download CSV Template

2 Add unique codes to the template. Make sure to follow this format.

3 Upload CSV

Details Page Notification Email

20% Off Your Next Purchase

100 people got this offer

Expires on Oct 9, 2020

Online only

Save for Later Mark as Used Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important rules and legal details about your offer.

Cancel Create

Then download the CSV template for these unique codes, fill it out, then upload the CSV.

The screenshot shows the Facebook 'Create Offer' modal. A large red arrow points to the 'Total Offers Available' field, which is set to 1000. The modal includes sections for 'Offer Redemption' (Online, In Store, Both), 'Type of Promo Code' (No Code, One Code, Unique Codes), 'Advanced Options' (Hide the Share option), and 'Terms and Conditions'. A preview on the right shows a '20% Off Your Next Purchase' offer. The background shows the Facebook Ads campaign setup interface with 'New Campaign', 'New Ad Set', and 'New Ad' buttons.

Create Offer

Oct 9, 2020 12:00 AM

Offer Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL

Type of Promo Code

No Code One Code Unique Codes

Total Offers Available

1000

Advanced Options

☐ Hide the **Share** option on your offer. People can still copy and paste a link to your offer and tag friends in the comments. [Learn more.](#)

Terms and Conditions 0 / 5000

This space is for the important rules and legal details about your c

Details Page Notification Email

20% Off Your Next Purchase

100 people got this offer

Expires on Oct 9, 2020

Online only

Save for Later Mark as Used Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important rules and legal details about your offer.

Cancel **Create**

Exclude

Locations

Close ✓ All edits saved

Back **Next**

You also have the option with Facebook Offer Ads to select your “Total Offers Available”.

You can limit the total number of offers available to claim. A great way to instill a sense of urgency is to make a limited number of offers. For example, “first 100 customers get a FREE donut!”

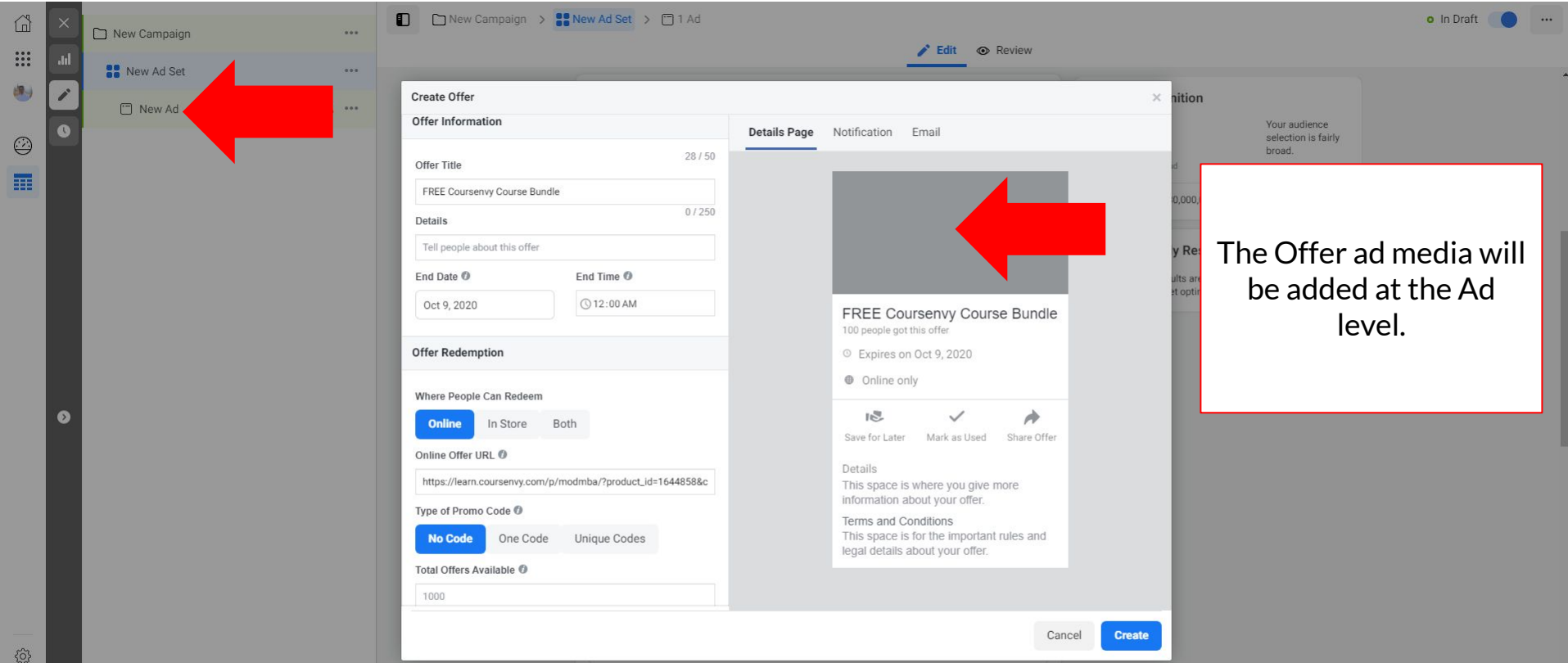
Facebook Offer Ad Example

The screenshot shows the Facebook Offer Ad creation interface. On the left, a sidebar contains navigation icons and a list of items: 'New Campaign', 'New Ad Set', and 'New Ad'. The main area displays the 'Create Offer' dialog box, which is divided into two tabs: 'Details Page' (selected) and 'Notification'. The 'Details Page' tab shows the following information:

- Offer Information:**
 - Offer Title: 28 / 50 (FREE Coursevny Course Bundle)
 - Details: 0 / 250 (Tell people about this offer)
 - End Date: Oct 9, 2020
 - End Time: 12:00 AM
- Offer Redemption:**
 - Where People Can Redeem: Online (selected), In Store, Both
 - Online Offer URL: https://learn.coursenvy.com/p/modmba/?product_id=1644858&c
 - Type of Promo Code: No Code (selected), One Code, Unique Codes
 - Total Offers Available: 1000

On the right, a preview of the offer ad is shown, featuring the title 'FREE Coursevny Course Bundle', the text '100 people got this offer', and the expiration date 'Expires on Oct 9, 2020'. Below the preview, there are buttons for 'Save for Later', 'Mark as Used', and 'Share Offer'. At the bottom right of the dialog box, there are 'Cancel' and 'Create' buttons. A red box highlights the 'Create' button with the text 'Review your Facebook Offer before clicking Create.'

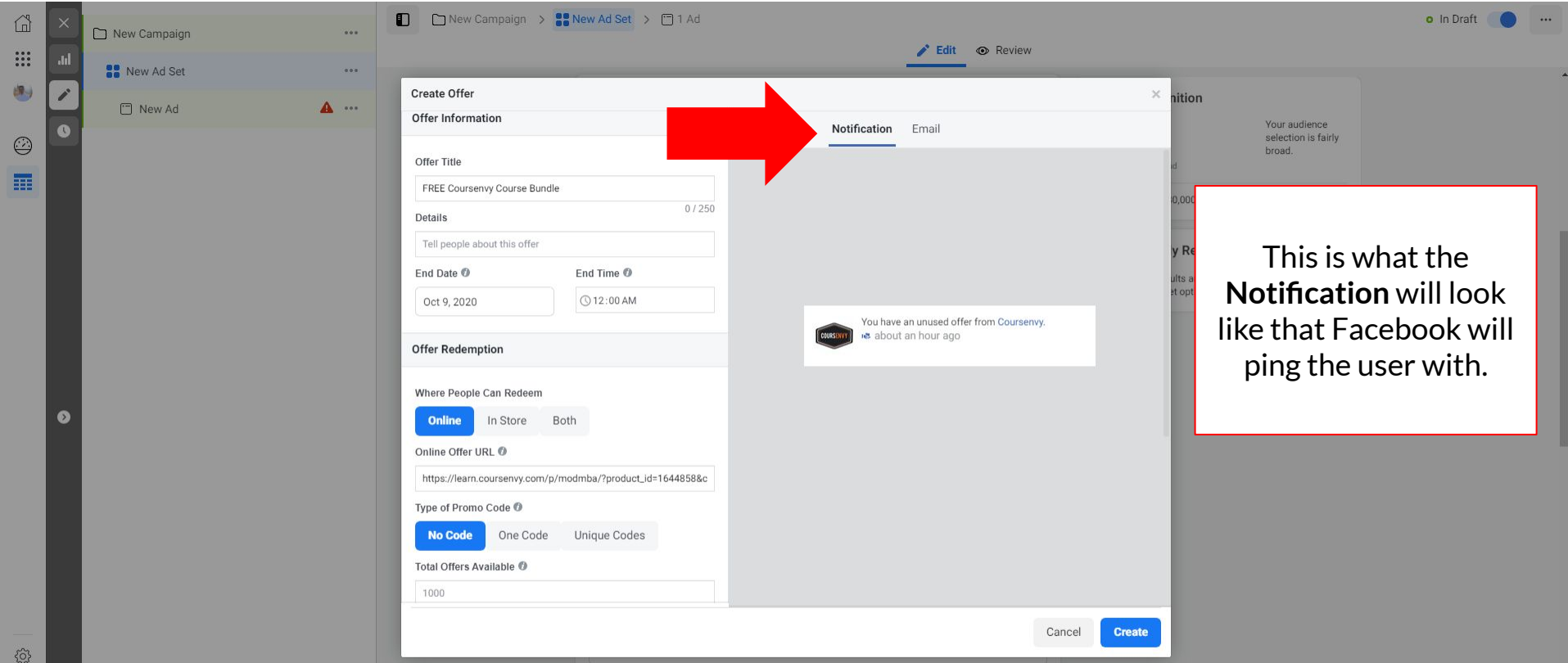
Facebook Offer Ad Example



The screenshot displays the Facebook Ads Manager interface. On the left sidebar, a red arrow points to the 'New Ad' button. The main content area shows the 'Create Offer' dialog box, which is currently on the 'Details Page' tab. A second red arrow points to the media upload area in the 'Details Page' tab. The 'Offer Information' section includes fields for 'Offer Title' (FREE Coursenvy Course Bundle), 'Details' (Tell people about this offer), 'End Date' (Oct 9, 2020), and 'End Time' (12:00 AM). The 'Offer Redemption' section shows 'Where People Can Redeem' (Online, In Store, Both) and 'Online Offer URL' (https://learn.coursenvy.com/p/modmba/?product_id=1644858&c). The 'Type of Promo Code' is set to 'No Code', and 'Total Offers Available' is 1000. The 'Details Page' tab shows a preview of the offer ad, including the title 'FREE Coursenvy Course Bundle', the expiration date 'Expires on Oct 9, 2020', and the redemption type 'Online only'. The 'Details' section of the preview includes a description: 'This space is where you give more information about your offer.' and 'Terms and Conditions: This space is for the important rules and legal details about your offer.'

The Offer ad media will be added at the Ad level.

Facebook Offer Ad Example



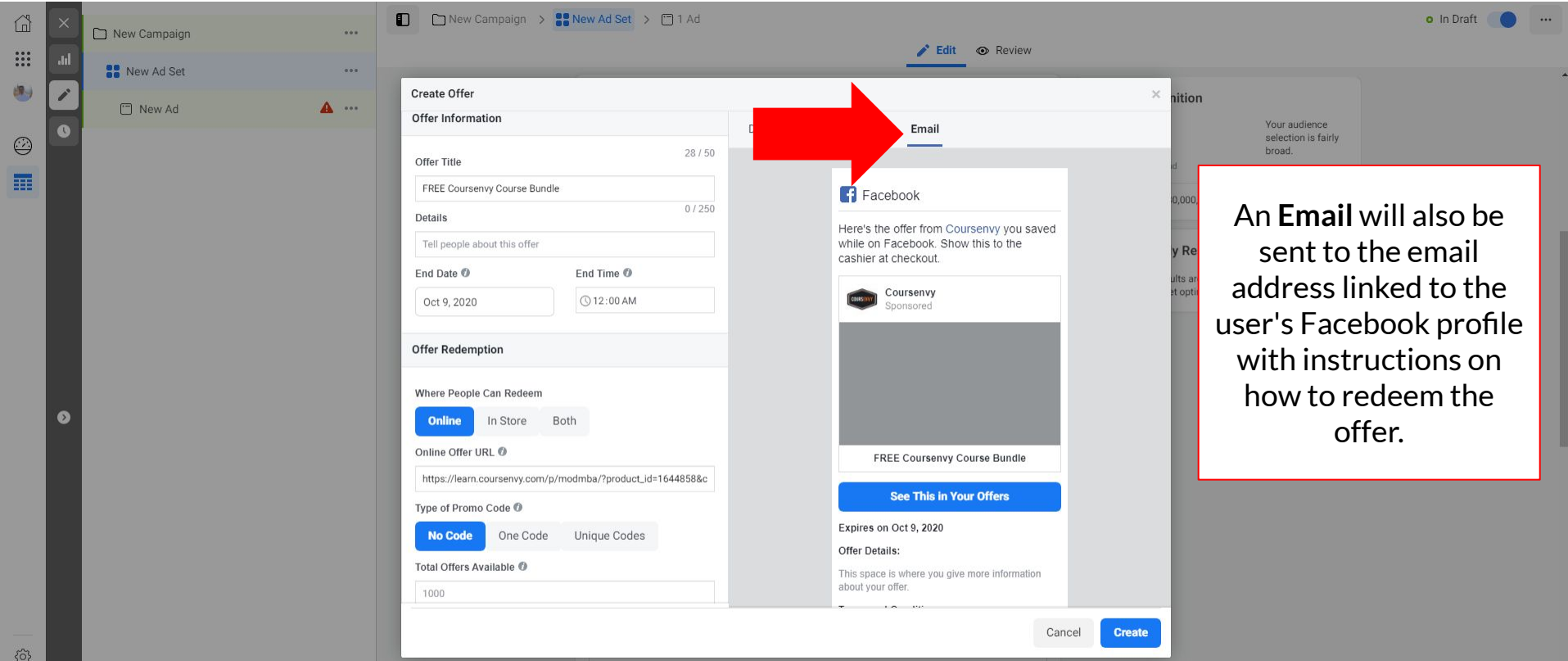
The screenshot shows the Facebook 'Create Offer' interface. A red arrow points from the 'Offer Information' tab to the 'Notification' tab. The 'Notification' tab is active, showing a preview of the notification message: 'You have an unused offer from Coursenvy, about an hour ago'. The 'Offer Information' tab contains the following details:

- Offer Title:** FREE Coursenvy Course Bundle
- Details:** Tell people about this offer
- End Date:** Oct 9, 2020
- End Time:** 12:00 AM
- Offer Redemption:** Online (selected), In Store, Both
- Online Offer URL:** https://learn.coursenvy.com/p/modmba/?product_id=1644858&c
- Type of Promo Code:** No Code (selected), One Code, Unique Codes
- Total Offers Available:** 1000

The 'Notification' tab preview shows a notification card with the Coursenvy logo and the text: 'You have an unused offer from Coursenvy, about an hour ago'. The 'Create' button is visible at the bottom right.

This is what the **Notification** will look like that Facebook will ping the user with.

Facebook Offer Ad Example



The screenshot shows the Facebook 'Create Offer' interface. On the left is a sidebar with navigation options: 'New Campaign', 'New Ad Set', and 'New Ad'. The main area is titled 'New Campaign > New Ad Set > 1 Ad' and has 'Edit' and 'Review' buttons. The 'Create Offer' modal is open, showing 'Offer Information' and 'Offer Redemption' sections. A red arrow points from the 'Offer Information' section to the 'Email' tab. The 'Email' tab displays a preview of the offer ad, which includes the Facebook logo, the text 'Here's the offer from Coursenvy you saved while on Facebook. Show this to the cashier at checkout.', the Coursenvy logo, the offer title 'FREE Coursenvy Course Bundle', and a 'See This in Your Offers' button. The offer details also show the expiration date 'Expires on Oct 9, 2020' and a section for 'Offer Details'.

Create Offer

Offer Information

Offer Title 28 / 50
FREE Coursenvy Course Bundle

Details 0 / 250
Tell people about this offer

End Date 28 Oct 9, 2020 End Time 12:00 AM

Offer Redemption

Where People Can Redeem
Online In Store Both

Online Offer URL
https://learn.coursenvy.com/p/modmba/?product_id=1644858&c

Type of Promo Code
No Code One Code Unique Codes

Total Offers Available
1000

Email

Facebook

Here's the offer from Coursenvy you saved while on Facebook. Show this to the cashier at checkout.

Coursenvy Sponsored

FREE Coursenvy Course Bundle

See This in Your Offers

Expires on Oct 9, 2020

Offer Details:

This space is where you give more information about your offer.

Cancel Create

An **Email** will also be sent to the email address linked to the user's Facebook profile with instructions on how to redeem the offer.

Facebook Offer Ad Example

The screenshot displays the Facebook Offer Ad creation interface. On the left, a sidebar shows a hierarchy: 'New Campaign' > 'New Ad Set' > 'New Ad'. The main area is titled 'Create Offer' and is divided into two sections: 'Offer Information' and 'Offer Redemption'. The 'Offer Information' section includes fields for 'Offer Title' (set to 'FREE Coursenvy Course Bundle'), 'Details' (a text area for describing the offer), 'End Date' (set to 'Oct 9, 2020'), and 'End Time' (set to '12:00 AM'). The 'Offer Redemption' section includes options for 'Where People Can Redeem' (with 'Online' selected), 'Online Offer URL' (set to 'https://learn.coursenvy.com/p/modmba/?product_id=1644858&c'), 'Type of Promo Code' (with 'No Code' selected), and 'Total Offers Available' (set to '1000'). On the right, a preview of the offer ad is shown, featuring the title 'FREE Coursenvy Course Bundle', the text '100 people got this offer', and buttons for 'Expires on Oct 9, 2020', 'Online only', 'Save for Later', 'Mark as Used', and 'Share Offer'. A red arrow points from the bottom right of the preview area to the 'Create' button at the bottom right of the 'Create Offer' modal. A white box with a red border is overlaid on the right side of the image, containing the text 'Click the Create button.'.

Create Offer

Offer Information

Offer Title 28 / 50

FREE Coursenvy Course Bundle

Details 0 / 250

Tell people about this offer

End Date ❶ End Time ❷

Oct 9, 2020 12:00 AM

Offer Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL ❸

https://learn.coursenvy.com/p/modmba/?product_id=1644858&c

Type of Promo Code ❹

No Code One Code Unique Codes

Total Offers Available ❺

1000

Details Page Notification Email

FREE Coursenvy Course Bundle

100 people got this offer

Expires on Oct 9, 2020

Online only

Save for Later Mark as Used Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important legal details about your offer.

Cancel **Create**

Click the **Create** button.

Now that your Offer is created, finish your Ad Set as usual, selecting your target market for this campaign.

New Campaign > New Ad Set > 1 Ad

Edit

Review

Offer

Drive more conversions by creating an offer people can save and get reminders about.
[Learn More](#)

Facebook Page

Coursenvy

Offer

FREE Coursenvy Course Bundle [Edit](#)

Budget & Schedule

Start Date

Sep 30, 2020 1:39 PM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

Create New Audience Use Saved Audience

Custom Audiences

Exclude

Locations

Location:

Audience Definition

Specific

Broad

Your audience selection is fairly broad.

Potential Reach: 190,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close

✓ All edits saved

Back

Next

Select the Media for this Offer Ad.

Finish building the ad creative. Typically I will expand on the Offer description in this ad copy primary text field. You want to state your value proposition and instill a sense of urgency.

Finally, notice the default "Get Offer" CTA button.

New Campaign > New Ad Set > New Ad

Ad Setup

Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

untitled
2048 x 1556

Edit Image

Turn into Video

Primary Text

1 of 5

Learn how to 9x your return from online ads! Join our courses for FREE today only!

Add Options

Destination

☒ Website

Website URL

https://learn.coursenvy.com/p/modmba/?product_id=1644858&co...

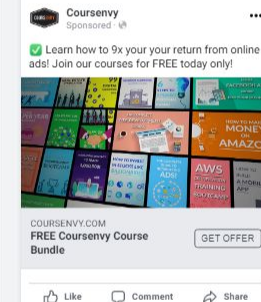
Preview URL

Edit Review

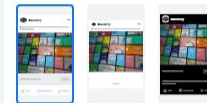
Preview On

5 Placements

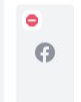
Facebook Feeds



Feeds



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Saving...

Back

Publish

